

DIGITAL  
RESPONS-ABILITY



# ANNUAL REPORT 2021




PREPARED BY:

DIGITAL  
RESPONS  BILITY

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EDUCATE • INFORM • EMPOWER

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# A LETTER FROM OUR CEO

When I started Digital Respons-Ability I remember spending a lot of time explaining to people the concept of digital citizenship. Five years later, I don't have to explain the definition of digital citizenship as much. Both 2020 and 2021 brought more online learning, more concerns about online safety and media literacy, and a continued growth of technology. More people have an understanding of digital citizenship, but like back in 2016: not many are teaching and practicing it.

I built Digital Respons-Ability to be grounded in practice, in experiences, in direct instruction, in conversation—and even though many of our services moved online, it remains the foundation of who we are. I was in a meeting with academics from prevention science the other week and when describing myself I said, “I’m a practitioner.” I describe Digital Respons-Ability that way too, we’re practitioners, educators and doers.

2021 gave us more opportunities to grow that practice. We continued work on long-term projects such as adapting our student training online, adding more curriculum, increasing our engagement and followers, growing our staff and more. I’m proud of what we did in 2021 despite the pandemic and other obstacles. 2022 will bring new products, work in new states, outreach, curriculum and more—and through it all we continue doing.

*Carrie Rogers-Whitehead*



# OUR PARTNERS

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*We could not do the work we do without others. Here are some of the organizations we partnered with in 2021.*

## ***International Society for Technology in Education (ISTE)***

In 2021 we got a book contract with ISTE, to help school leaders around the world scale, implement and create policies around digital citizenship. The book is out in 2022 and in the meantime we continue to work with ISTE, speaking at their annual conference, writing for their blog and plan to do even more in 2022. We also partnered with ISTE's affiliate in New Hampshire, teaching online webinars in the fall to their members around the state.

## ***Utah Department of Human Services (DHS)***

This past year we bid for a new contract with DHS, serving adolescents in care. This new contract will help these students be better prepared for college courses and sharpen their digital literacy and digital citizenship skills. In the summer we taught at the Utah State Hospital and with Juvenile Justice Services and we are looking forward to continue teaching with DHS in 2022.

## ***Prevent Child Abuse Utah (PCAU)***

We appreciate our subcontractor PCAU who helps us reach more students around the state. We were able to partner with them in 2021 on a free educator sex trafficking prevention webinar and to talk about online safety at the Children's Justice Symposium.





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## ***Internet Crimes Against Children Taskforce (ICAC)***

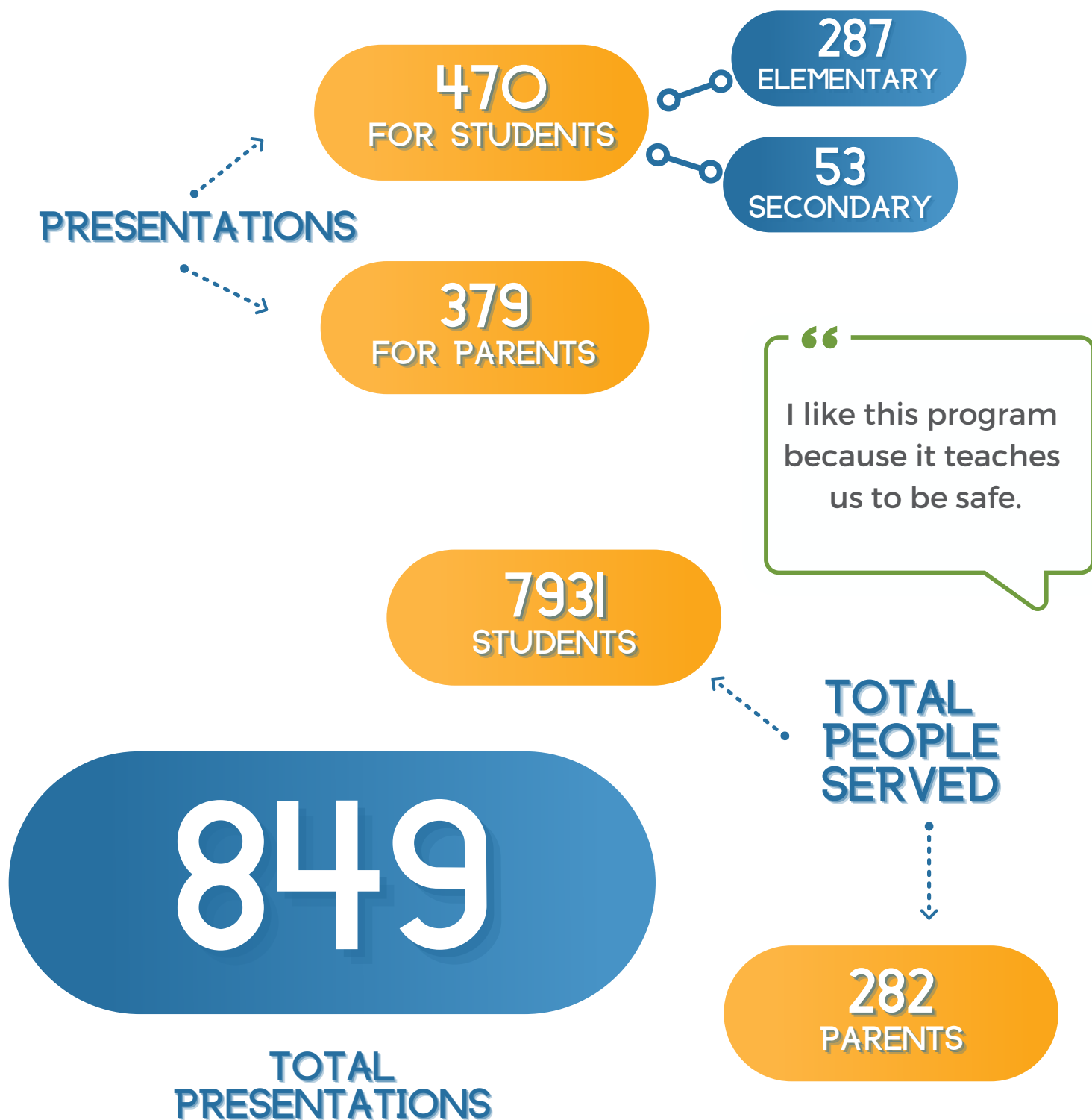
ICAC has had extremely busy years in 2020 and 2021 with the shift to remote learning and more people home, and online. They have a tough job and we admire what they do. We continue to report statistics and collaborate on our mutual goal to help keep kids safe online.

## ***United Way of Utah County***

We have been partnering with the United Way and their initiatives for many years. Specifically, we serve on the Partners for Families and Children committee, and are active on the Women United board, both of which a part of United Way. We've participated by helping with various community events and activities, as well as supporting Women United's Lending Library initiative, with the mission of getting books into the homes of all children across Utah County. We are happy to help with all of United Way programs, including Help Me Grow, Welcome Baby, etc.

# WHO WE SERVED

We teach our students in classrooms with activities, discussions, take home worksheets and more. We have **6 different digital citizenship classes for elementary students and 8 for secondary.**



# WHO WE SERVED

*We love teaching and talking about digital citizenship in the community. All our staff are out in the community and part of different boards and councils. Throughout the state you'll find us at meetings, events, conferences, offering virtual trainings and more.*

**88**  
**OUTREACH  
PRESENTATIONS**

**STUDENTS**

**EDUCATORS**

**PARENTS**

“It was fun to learn more about the internet”

“The teachers loved that it was done in class instead of an assembly. Their students were engaged because it was done at their level.”

**4914**

**TOTAL PEOPLE REACHED**



# ELEMENTARY APPROACHES

We have **six classes** for our elementary students, and have specific activities aimed at the **youngest children, kindergartners through second graders (K-2)**. When we are able to teach all six classes to elementary students we try to conduct pre and post surveys to track changes in knowledge, attitudes and behaviors.

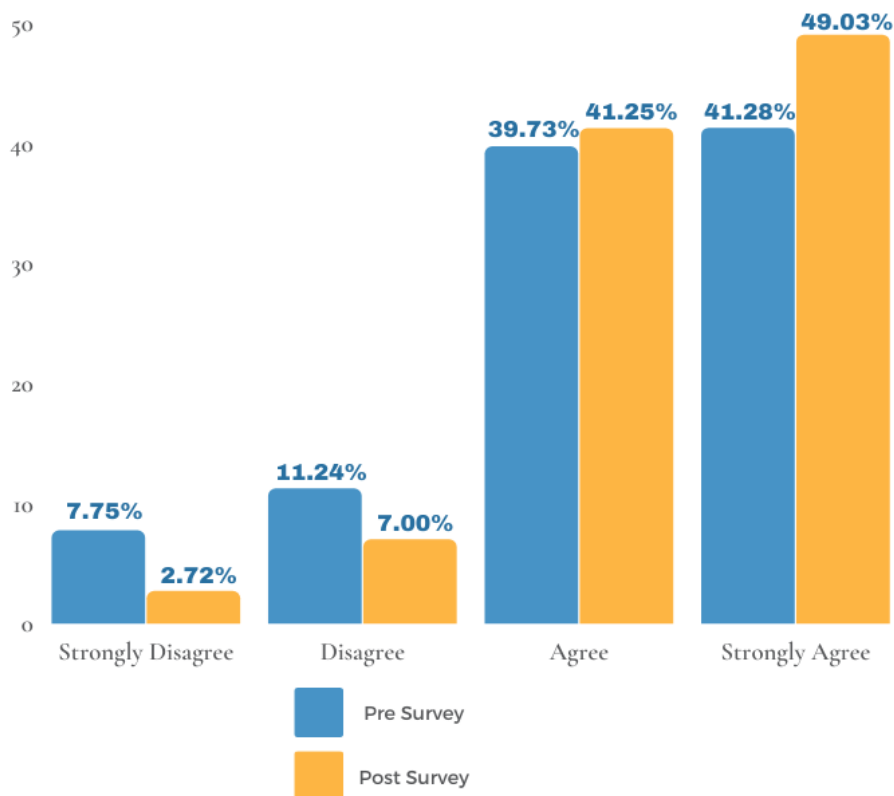
In our elementary classes we talk about our **emotions** and **how** technology and media can influence them. We teach basic techniques for them to step back and self-reflect on their feelings. Being a safe and responsible digital citizen means recognizing the potential effects of our digital behavior and media consumption. If you're aware of your own emotions, you're less likely to say or do something you regret online or be influenced by someone who does not have your best interest at heart.



I loved the program.  
I would like to do it  
again.

# ELEMENTARY APPROACHES

## EMOTIONAL AWARENESS

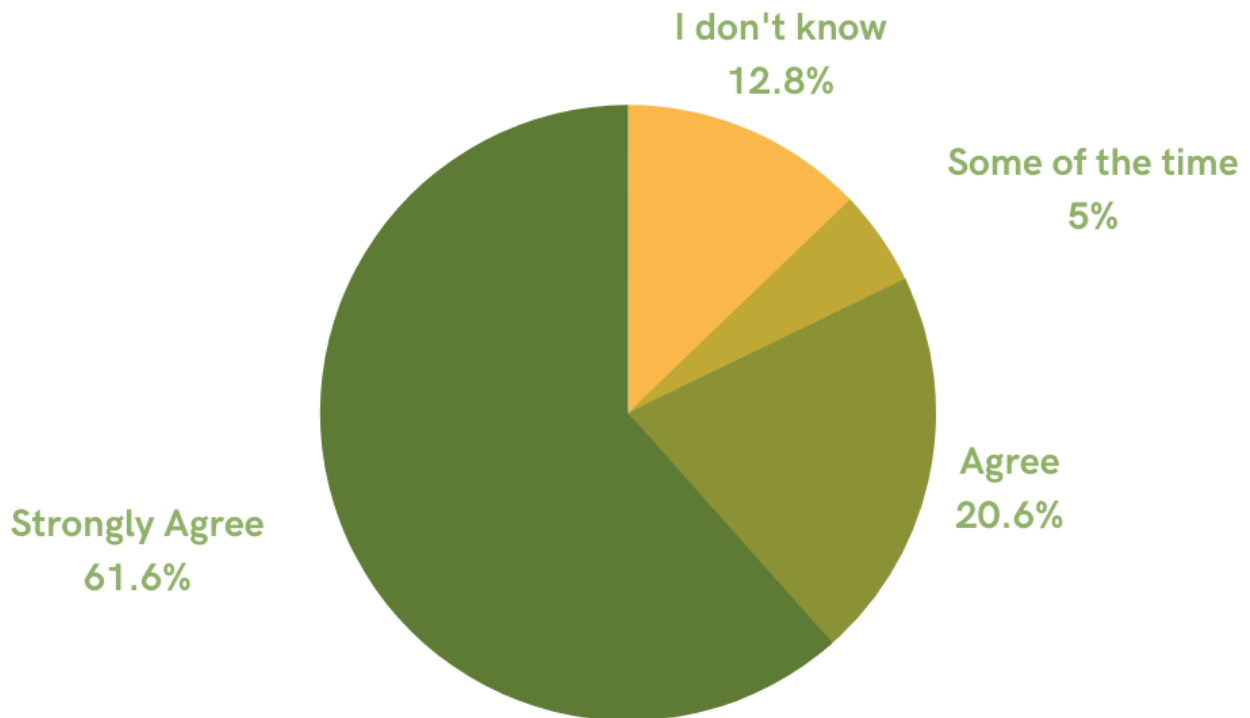


*We asked 257 elementary students to gauge how they would agree with the statement “I know how I am feeling most of the time.” From those students we found an increase of about 10% of elementary students said they “strongly agree” or “agree” they are emotionally aware. These students also reported about an 8.5% decline in saying they “disagree” or “strongly” disagree that they are aware of their feelings.*

# ELEMENTARY APPROACHES

K2

## EMOTIONAL AWARENESS



“

The trainings were instructional, not all hype and now go back to class. The presenters worked well with children.

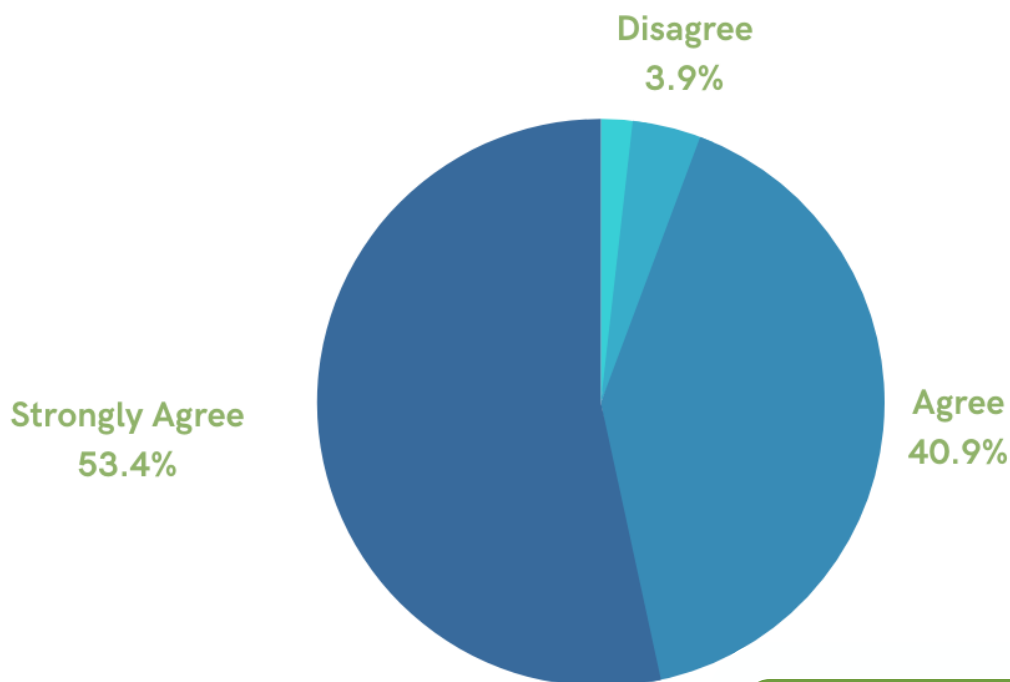
*We also conducted a separate survey for 218 K-2 students asking them to share how they agreed or didn't agree with the statement "I know the names of my feelings." 82.1% either agreed or strongly agreed with that statement.*



# SECONDARY APPROACHES

*For middle and high school students we teach 8 separate classes. For older students we cover topics like **preparing for career and college**, **creating digital identities** and **understanding bias online**.*

## 7-12 ONLINE SAFETY



*We surveyed **208 teens Grades 7-12** how they felt about the statement "**I know how to keep myself safe when I'm online.**" We were pleased to see that **94.2%** either strongly agree or agree.*

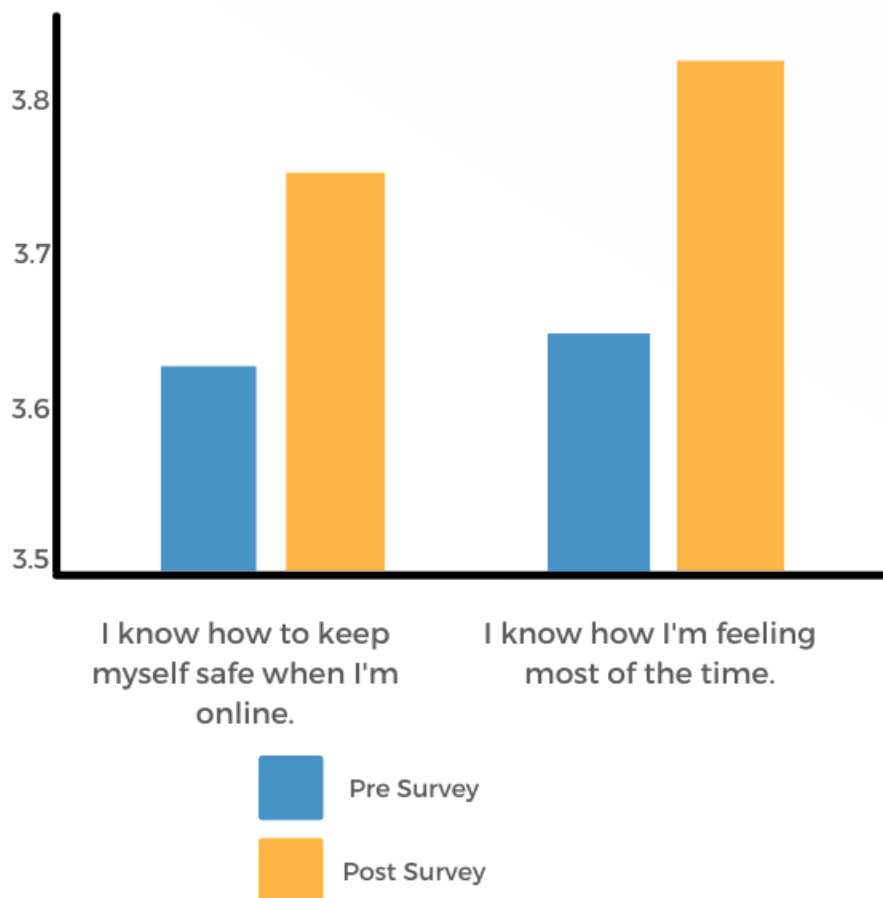
Thank you for the consistent, positive, attitude in interaction. I also appreciate the genuine personality and unconditional respect.

# SERVING AT-RISK TEENS

*Through Title 1 Funding with the Utah Department of Human Services we're able to expand upon our student classes to help youth in state care receive digital literacy and digital citizenship instruction.*

*Students who complete the program receive a certificate. In 2021 we were able to teach multiple units and groups of adolescents under this contract.*

## SURVEY RESULTS FROM 2021 CLASS TO TEENS IN CUSTODY



*Our classes of at-risk students were asked to respond to a statement measuring their competency in media literacy. 77.3% of these students said they “strongly agree” or “agree” to the statement: “I think about what I share online.”*

# SERVING AT-RISK TEENS

From teaching teens in state custody we found an increase in two measures we found important: **their attitudes on their ability to keep themselves safe,** and their emotional awareness.



*When asked their favorite activity in the digital citizenship program a class of junior high school girls responded "Everything!" and "I like the presentations 😊" and one commented "drawing while learning" which is something we try to encourage in all of our classes, particularly those in classes with high support needs.*

*Diagnostic tools and awareness has meant that more students have a diagnosed mental illness than in generations past. What exactly does that mean as these students interact with technology? We seek to address those differing needs and abilities, adapting our teaching and emphasizing digital citizenship principles more pertinent to these youth like digital wellness and their digital footprint. **Digital citizenship is not one-size-fits all.***



# RESOURCES FOR EDUCATORS AND PARENTS

## Monthly Webinars, Newsletters, and Blogs

Available to educators and parents, we provide **FREE** monthly webinars, newsletters, and blogs on such topics as *Introducing New Devices during the holidays, Healthy Online Relationships, Cybersecurity, and more.*

# 5,584

## WEBINAR ATTENDEES

*TWO websites with tons of free content and resources, as well as a Youtube Channel, School Tube Channel, Twitch, and a presence across all social media channels*

[http://](http://respons-ability.net)



**respons-ability.net**

**digital-parenting.com**



### Digital Respons-Ability

Research-based digital citizenship education for students, parents, and educators. Contact us to learn about grants that can cover our services in your area.



### Learning Inc

Our curriculum covers educators with the int person with the tools t digital citizens. We uti



# INTERNATIONAL REACH

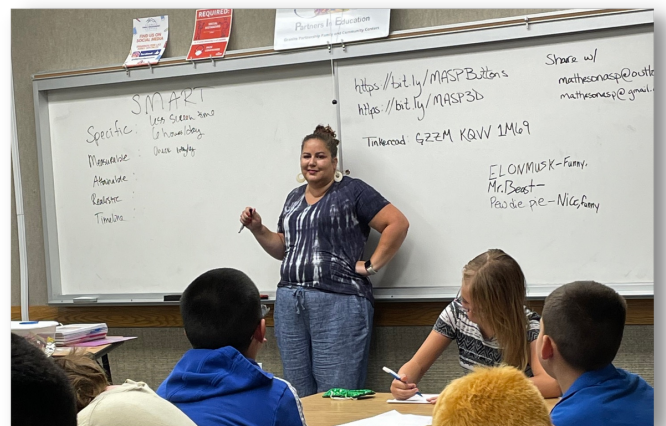


## RESPONS-ABLE EDUCATORS CERTIFICATION (REC) PROGRAM

*We have taken what we've learned from tens of thousands of hours teaching digital citizenship to teachers. Let us help you embed digital citizenship in your classroom. The training is available in person or online.*

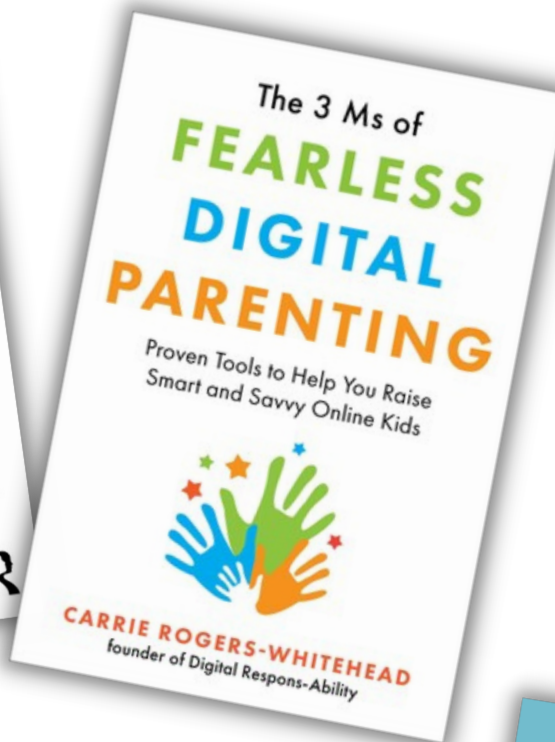
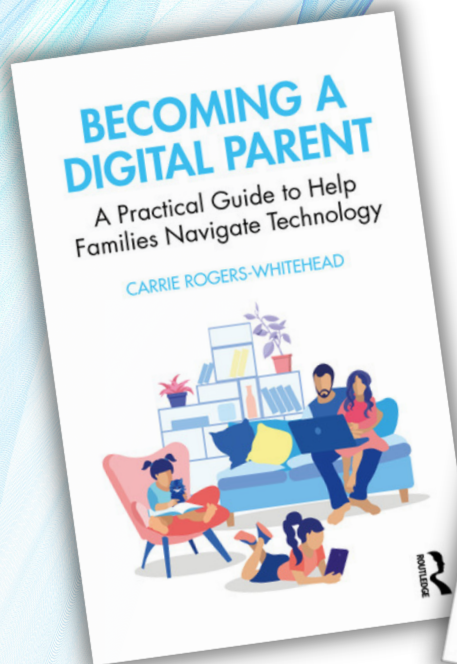
*This program is currently being used by the Department of Defense Education system.*

*Thousands of teachers across the world and in other states are utilizing this program to help teach students how to become better Digital Citizens.*



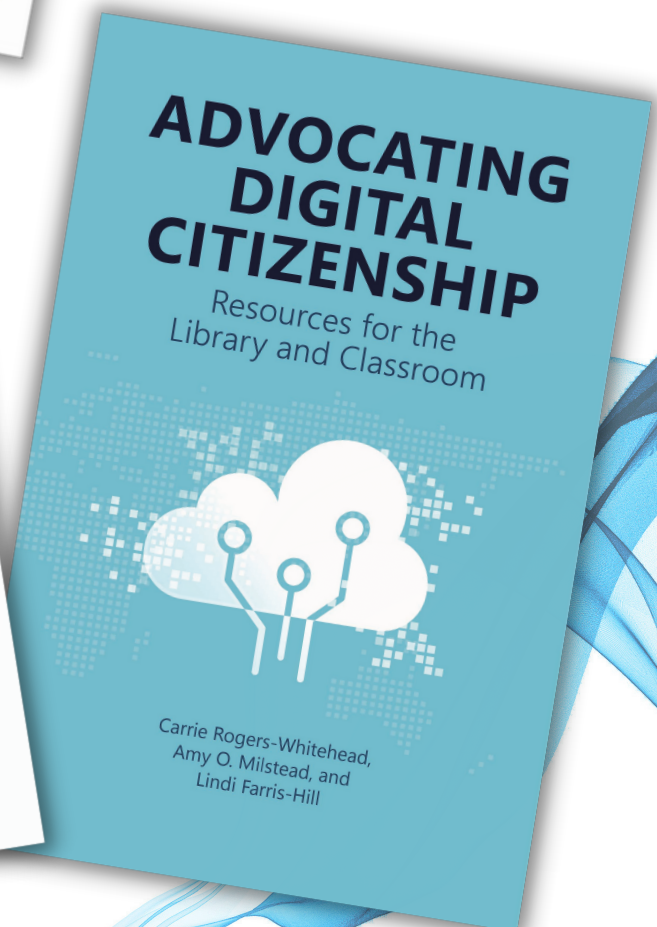


# PUBLICATIONS



*Released in 2021*

*Coming in 2022*





# COMING IN 2022

Test and launch a new service for K-12 students. All our digital citizenship student modules will be **available online to import into learning management systems in schools**. They will be free for all schools in Utah and available by the beginning of the 2022-2023 school year.

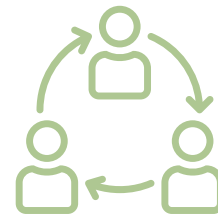


Introduce our new multimedia educational package aimed at **Grades 2-6: The Peaks of Avalon**. This includes:

- A visual novel with vibrant fantasy characters teaching digital citizenship principles
- Comic book
- The Bruiser and the Bard chapter book
- Coloring pages and lesson plans to teach responsible life lessons in a fantasy world filled with diverse role models



Collaborate with policy makers, educators and members of the Digital Citizenship and Wellness Commission to **help identify gaps in knowledge and share resources around the state**.



Expand our reach and services in Southern Utah with the addition of our new staff member based in St. George: **Julia Butler, PhD**

Continue to expand our work in other states: we will be in **Texas, Florida, New York, Vermont and more** in 2022 talking to educators about digital citizenship.

